

Benefits for the ISV/OEM

Re-defining the look, feel, functionality and value of software applications in every industry

Additional resources from AVS:

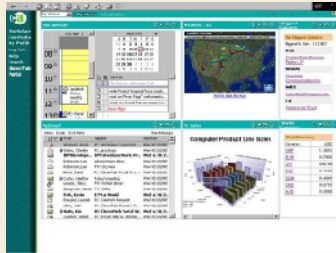
- [Implementation examples](#)
- [Online demonstrations](#)
- [Product Information](#)

Advanced Visual Systems (AVS), a world leader in data visualization software and services for over a decade, is providing technology, vision and direction to leading software manufacturers that are making visual analytics a core element of their product strategy.

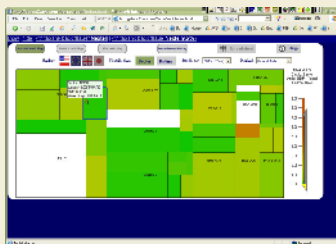
OpenViz, AVS' premier ISV technology, was designed specifically to address the requirements of software development teams creating end-user products that demand distinguished graphics, exceptional performance, various deployment options and enterprise scalability.

These design criteria—and a wide range of highly successful implementations—distinguish OpenViz as the industry's most powerful technology for developing OEM software products that are adaptable to any type of strategy, data and user base. OpenViz permits ISV product management to define a user experience that is completely unique and capable of subtle or radical transformation over multiple releases without changing the underlying graphics technology.

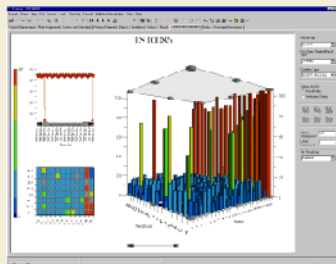
Key advantages of OpenViz visual analytics for the ISV:



CA CleverPath Portal



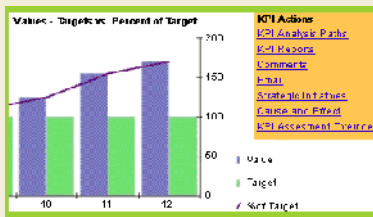
Barra Credit



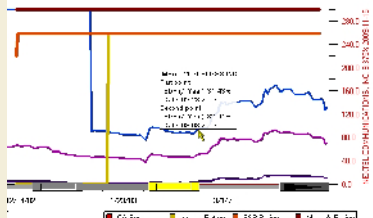
IDBS ActivityBase

- Create highly interactive and functional branded charts, maps, hierarchies, trees, network layouts or any type of graphical data representation. Unlike simplistic charting packages, OpenViz provides complete control over all aspects of look and feel using a rich collection of low level and pre-built components that can be combined or customized to exacting ISV specifications.
- Intuitively reveal patterns, trends and anomalies in any type of data to speed insight, improve decision-making, enhance user experience and increase user populations and frequency of application use.
- Re-face existing applications with highly interactive OpenViz graphics, or maintain the appearance of existing graphics—with added functionality and improved performance.
- Exploit all types of data—including large and extremely complex data models—through a wide variety of acquisition and OpenViz management paradigms. OpenViz offers extensive data handling and processing features plus built-in analytics, permitting select processes to be shifted from overburdened servers and applications to OpenViz implementations.
- Develop and deploy in JAVA, COM or .NET. Thin and thick client options enable delivery of powerful OpenViz graphics in new or existing applications, Web browsers or any type of client-side implementation. Extremely lightweight graphics and high performance rendering help support large numbers of simultaneous users.

Product managers and application developers at leading software companies have used OpenViz to shape the direction of major product initiatives and provide new functionality and user interface dynamics to legacy software products in virtually every industry. AVS provides comprehensive training, highly responsive support and, when requested, professional services to augment or completely produce your data visualization design and development.



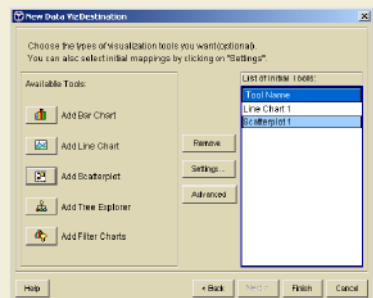
PeopleSoft maintains rigid graphic standards across multiple product lines using OpenViz.



Barra Credit integrates many dimensions of data, tooltip brushing and interactive date range scrolling in a single OpenViz scene.



CA uses OpenViz to display performance data alongside everyday desktop tools in CleverPath Portal.



Blue Martini gives its customers complete control over the layout of their analytic experience.

- **Visualization techniques:** OpenViz offers ISVs more data visualization features and options than any other development system. Combine multiple axis legends, scales and data series in a single scene; integrate maps with any other type of charting style; collaborate Gantt charts with tree or hierarchical displays; create custom graphic symbologies and display within any visualization; integrate photos, video, logos and other graphics inside an OpenViz display; create highly annotated network layouts... If you can envision it, OpenViz can visualize it.
- **Chart formatting:** No other visualization product offers the flexibility of OpenViz text and graphic “scene control” including axis layout, legend management and image mapping (tooltip brushing). OpenViz provides powerful control over all Unicode conventions to permit currencies, numbers and text to flow, wrap and display in any direction and with full control over fonts, colors and associated graphics.
- **Interactivity:** OpenViz provides multiple, fully customizable data scrolling and filtering techniques that permit users to manipulate any size data display. These techniques help reduce chart size, preserve precious screen real estate and create powerhouse interactive analytics that take users to a higher plane of comprehension and relationship with an ISV product. Select a subset of data from an OpenViz scene, zoom, pan, rotate and tilt—from thin or thick-client implementations.
- **Dynamic drill-down:** OpenViz permits the creation of intuitive visual “drill-paths” that invoke session and application state-sensitive queries and provocative exploration of sub-graphic data. OpenViz can extract data and values from associated application processes and memory to produce highly productive user sessions.
- **Data caching:** OpenViz offers unmatched flexibility in query management, data manipulation and elimination of “round trips” to a remote server for server-based implementations. Sophisticated data exploitation and analytic techniques empower a level of decision quality that far surpasses other data visualization systems.
- **Tooltips:** OpenViz offers exceptional control over the look and feel of tooltips, permitting any type of data to be fully formatted and displayed as a “brushing” technique—in collaboration with any type of OpenViz data visualization. This functionality helps reduce user clicks and keystrokes, conserves screen real estate and enables end-users to associate multiple dimensions of context-sensitive data. Complete control over mouse functionality permits “right click” launching of ISV-designated features and operations.
- **Performance:** OpenViz’ highly flexible and refined data handling allows large and streaming data to be visualized in an extremely efficient manner. Fast graphics rendering leading to drawing rates in excess of 30fps (TV refresh rate) without any hardware graphics support.

As a provider of data visualization technology to more than 4,000 customers over the past twelve years, AVS has built its distinguished deployment history, brand equity and unmatched reputation upon the merits of its industry-leading technology and customer service. Let AVS show you how OpenViz can innovate your products and help your end-users make better decisions—at the speed of sight.